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F.P.E.A.K.
FRESH PRODUCE EXPORTERS
ASSOCIATION OF KENYA

QUALITY ASSURANCE IN COMPETITIVE EXPORT BUSINESS:



PRESENTATION
BY

Sicily Kariuki

FRESH PRODUCE EXPORTERS ASSOCIATION OF KENYA
F.P.E.A.K.

Making Kenyan Horticulture the Global Choice

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FPEAK:

The Trade Association

- Lobbying for favorable trading environment
- Enhancing members Compliance to International Standards
- Promoting Kenyan products in International markets
- Market and technical information dissemination
- Providing a focal point for the industry

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HORTICULTURE INDUSTRY- IMPORTANCE TO KENYA

- 2nd largest foreign exchange earner.
- Over 2 million indirectly & directly employed.
- Fastest growing industry
(Value, Investment, volumes,)
- Best engine for Poverty alleviation and rural development.



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Quality Assurance and Market Requirements. What Happened:

- Legislative failures in the markets.
- Food scares and business losses 1990s.
 - Successive Food Law Acts esp. UK,
 - private sector reaction.
- Private labels – British Retail Consortium 1996.

The top banner features a stylized Kenyan flag on the left, transitioning into a green background. The text 'founded 1975' is written in a cursive font, followed by 'produce of kenya' in a bold, sans-serif font. To the right is the F.P.E.A.K. logo, which includes the acronym in large, bold letters and the full name 'FRESH PRODUCE EXPORTERS ASSOCIATION OF KENYA' in smaller text below it.

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And in Kenya?

1997. 1st Edition of FPEAK code of practice.

1999. First Version of Eurep-Gap

1999. 2nd Edition FPEAK Code of Practice

2000. Ethical issues, ETI, Maxhaavelor, Fair trade, FLP

2001. First pilot certification on Eurep-Gap.

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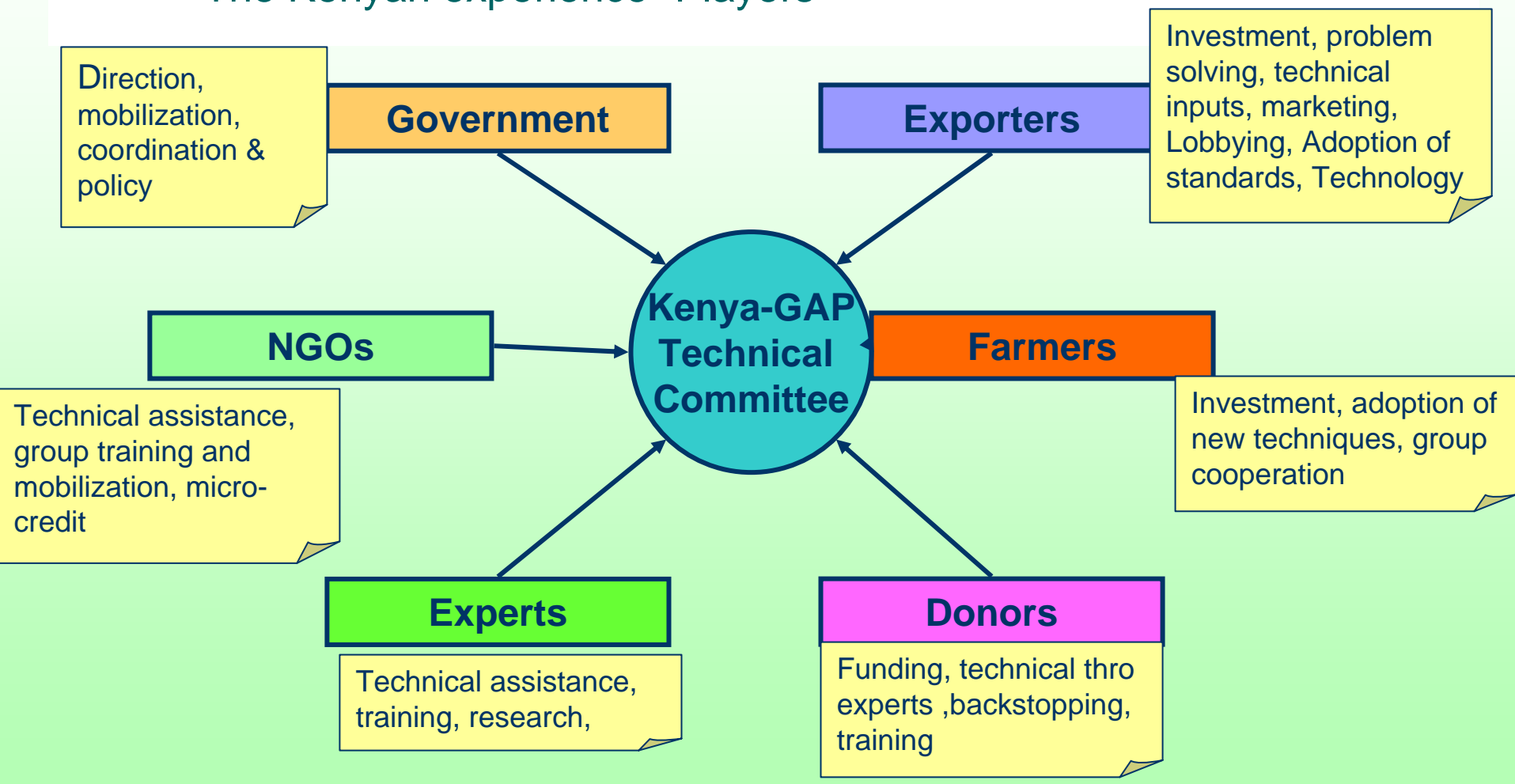
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Market requirements cont.

- 2002. International Food safety-IFS, Germany & France (Equivalent to BRC UK, Netherlands & rest of Europe).
- 2002. EU legislative framework more focused.
- SPS Issues took centre stage.
- e.g. Pesticide Harmonization process, Introduction to harmful organisms, certificate of conformity, traceability, food & feed Directives
- Private sector standards pushed compliance to every level of production. Field to Fork-Marks Spencer, Tesco Natures Choice, Eurep-Gap,
- Eurep-Gap Introduced benchmarking concept

The Kenyan experience- Players



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Kenyan experiencectd

2004

- FPEAK revised the Code as Kenya-Gap
- Appoints T.C -Industry Based to ensure ownership
- Objectives.

Develop.

- i. Kenya-Gap/EurepGap National Interpretation guidelines for growers with emphasis to smallholders.
 - ii. QMS guidelines.
- October 2005, revised version of KENYA-GAP sent for benchmarking to Eurep-Gap
 - Expected january 2006 KENYA-GAP benchmarked

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Essentials of KENYA-GAP

- Customized to Kenyan conditions - National interpretation guidelines included
- Inclusive -Large and small-scale growers
- Technical scope (GAP) and Social Scope
- Risk-based GAP application
- Includes “what” and “how” information
- QMS template included
- Hopefully will be adaptable to other countries

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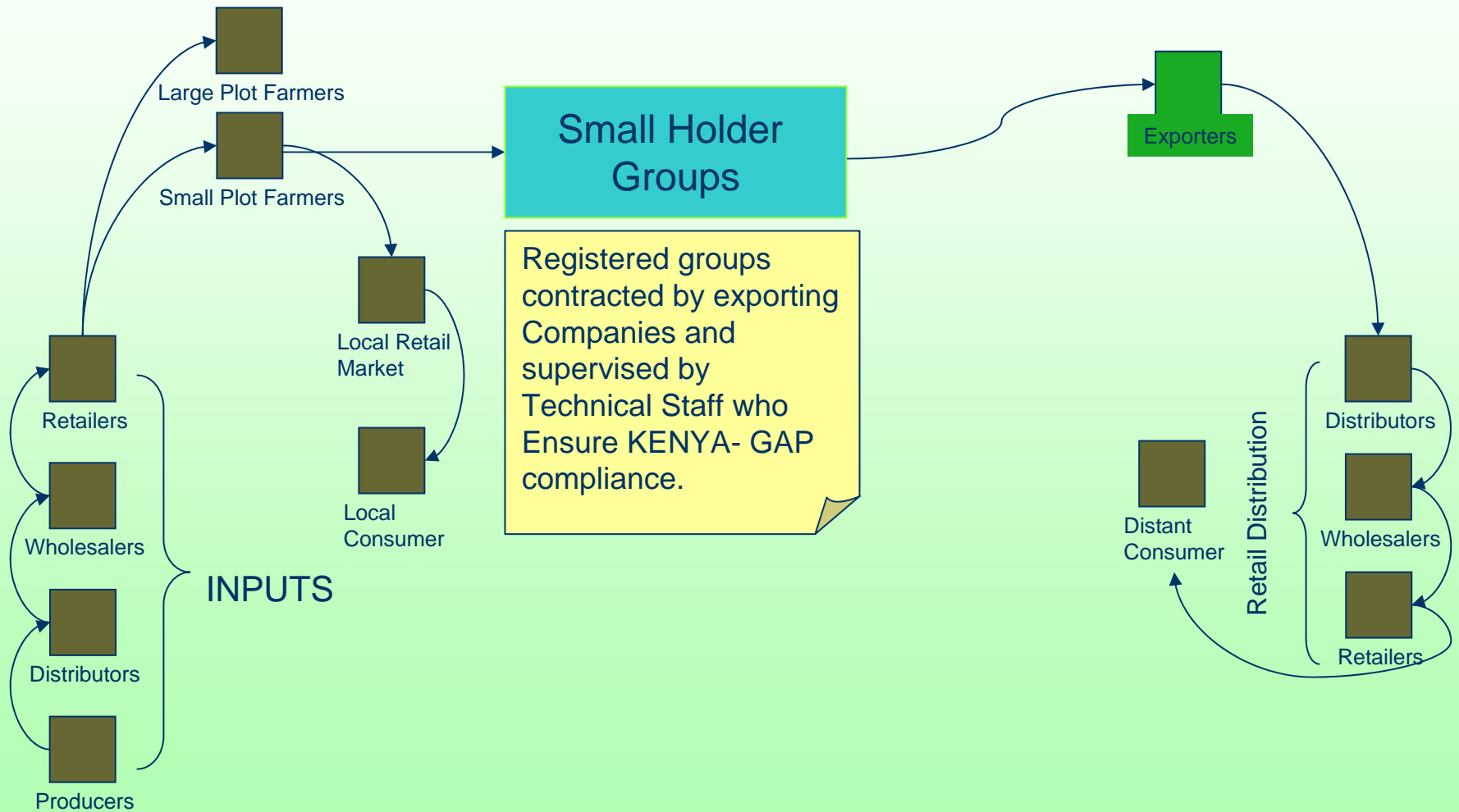
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Kenya-Gap Benefits

- Possible to Minimise costs by small holders.
- Sound scientific approach
- Risk assessment approach to soil and water analysis
- Regional mapping for common resources e.g. dams, water canals,
- Focus is in enhancing compliance by being more inclusive than exclusive.
- QMS template provided to ease interpretation
- Being Benchmarked to international standards
- Consultative in design and development hence ownership

Kenya-Gap Compliance of Small Holders through PMO set up.





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Lessons learned

- Benchmarking cost & effort
- multiplicity of standards
- Large numbers to certify
- Group organization and mobilization of farmers at rural setting where trading is influenced by other factors.
- Costs of monitoring and management of the scheme
- Maintenance and sustainability

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Notable positive indicators

- Growers, exporters and buyers willing to embrace Kenya-GAP standards
- Technical Local Expertise available
- Guidelines for smallholders developed
- Kenya Exports increased 14% in 2004
- Eurep-GAP being upgraded to Integrated Farm Assurance –an amalgamation of approaches and standards.



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REMARKS.

- Quality infrastructure in any country is key to its success in export business.

This infrastructure should include:

- Well established, Certification & Inspection services, Accreditation system, Standard development system and an advanced Metrology system for testing and monitoring.
- Voluntary & regulatory

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Current state in Kenya

- Kenya has a strong presence in International markets.

Supporting factors

- Strong technical expertise, strong industry linkages, private-public initiatives, heavy investment, strong private sector lobby trade Association, strong donor support, Benchmarked Kenya-GAP & Technological advancement

Outcome

- Kenya has most packhouses BRC Certified, a large number of growers Eurep-Gap certified & others are on IFS, MPS-GAP, FLP and Maxhaavelor as well.
- Members continuously are being sensitized on Kenya-Gap

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Conclusion

- Quality Assurance shall continue to shape and enhance export business.
- In a competitive export business, voluntary standards will continue, a third party opinion(certification) will remain necessary to give some form of 'guarantee'.

Thank you for Listening to me;

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